

Special Events



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Department Description

The Office of Special Events is responsible for the overall management of events that take place on public property. It supports the significant role that events play in the development of San Diego's economic prosperity and enhancement of civic pride.

Representatives from the Office of Special Events work collaboratively with special event, business, and visitor industry organizations, as well as residential leadership throughout the community to facilitate events that provide unique and memorable experiences for residents and visitors while ensuring the public's safety and reducing the risk to the City of San Diego.

The Office of Special Events provides crucial leadership to the citywide Special Events Management Team. This team is comprised of more than sixty representatives from city, county, State, and federal governmental agencies involved in the recruiting, planning, permitting review, and on-site management of special events.

The Office of Special Events also works with the tourism industry to coordinate the development of bid proposals to bring major events and conventions to San Diego. It also serves as a liaison to these events once they have been secured.

The Department's mission is:

To enhance the vitality, quality, and economic prosperity of San Diego through the support of special events

Goals and Objectives

The following goals and objectives represent the action plan for the Department:

Goal 1: Provide leadership and coordination for the management of special events in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Ensure a coordinated approach to the planning and on-site management of special events

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- Manage internal reviewing authority procedures for the review of special event permit applications

Goal 2: Establish safe and enjoyable venues to support special events in San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Minimize the City of San Diego's exposure to risk as it relates to special events
- Establish and support the implementation of best practices

Goal 3: Promote and enhance the economic strength of San Diego

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Participate in regional business development and visitor industry initiatives
- Maintain San Diego's national and international reputation as an industry leader in special event management

Goal 4: Utilize information technology solutions to support internal and external customers

The Department will move toward accomplishing this goal by focusing on the following objectives:

- Support internal customers through the development of technology that enables multi-disciplinary and multi-agency online interaction for the review and issuance of special event permits
- Develop an online special event permit application that supports external customer needs and interfaces with the permit application review process

Service Efforts and Accomplishments

In Fiscal Year 2012, the Office of Special Events provided management services for several national and international events that took place in San Diego including the Farmer's Insurance Open, Rock 'n' Roll Marathon, Comic-Con International, Surf Cup, and the Poinsettia and Holiday Bowls. In addition, the Office of Special Events provided permit, technical support, and promotional services for more than 1,700 community and major civic events attended by approximately 9.0 million people.

The Office of Special Events oversees the fundraising and management of Balboa Park December Nights, the largest free-of-charge festival in San Diego. An average of 300,000 people attend San Diego's favorite kick-off to the holiday season which will be one of the signature events featured in the 100th anniversary celebration of Balboa Park in 2015.

The Office of Special Events works collaboratively with the visitor industry organizations such as the San Diego Tourism Marketing District, San Diego Convention and Visitors Bureau, San Diego Convention Center Corporation, and the San Diego Sports Commission to support events of national and international stature that each year bring hundreds of millions of dollars in economic impact along with extensive worldwide media exposure to the San Diego region. Representatives from the Office of Special Events are actively involved in the strategic planning for the Centennial Celebration of Balboa Park in 2015.

The City of San Diego continues to serve as an industry leader in the management of special events. The impact of Special Events trends ranging from Homeland Security issues to flash mobs, and extreme sports/stunts has been significant to the special event industry with many agencies and organizations recognizing the potential exposure special events can bring to their municipality. Each year, dozens of municipalities, agencies, and organizations have sought best practice materials and information from the Office of Special Events to use as benchmarks in the establishment of their internal policies and operating procedures. The City of San Diego's reputation as a leader in event management complements the economic development and visitor industry initiatives to bring major national and international events and conventions to San Diego that benefit the regional economy.

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Key Performance Indicators

Performance Measure	Actual FY2011	Estimated FY2012	Target FY2013
1. Amount of Annual Transient Occupancy Tax (TOT) revenue generated for which Office of Special Events provided support services (G3/O1)	\$3.5M	\$3.8M	\$3.8M
2. Number of major civic and community events that received permitting, technical, and or promotional assistance (G3/O1 and G4/O2)	1,275	1,250	1,250
3. Number of attendees at major civic and community events that received support services (G3/O1)	8.3M	8.0M	8.0M
4. Number of production meetings conducted with citywide team and event organizers (G1/O1)	182	180	180
5. Number of insurance claims paid exceeding \$1,000 (G2/O1)	0	0	0



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Department Summary

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Positions (Budgeted)	3.00	3.00	3.00	0.00
Personnel Expenditures	\$ 362,542	\$ 354,819	\$ 356,665	\$ 1,846
Non-Personnel Expenditures	168,648	235,784	326,214	90,430
Total Department Expenditures	\$ 531,191	\$ 590,603	\$ 682,879	\$ 92,276
Total Department Revenue	\$ 93,821	\$ 150,000	\$ 150,000	\$ -

Transient Occupancy Tax Fund

Department Expenditures

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Special Events	\$ 531,191	\$ 590,603	\$ 682,879	\$ 92,276
Total	\$ 531,191	\$ 590,603	\$ 682,879	\$ 92,276

Department Personnel

	FY2011 Budget	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Special Events	3.00	3.00	3.00	0.00
Total	3.00	3.00	3.00	0.00

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Equipment/Support for Information Technology	0.00	\$ 101,753	\$ -
Adjustment to expenditure allocations according to a zero-based annual review of information technology funding requirements and priority analyses.			
Salary and Benefit Adjustments	0.00	1,846	-
Adjustments to reflect the annualization of the Fiscal Year 2012 negotiated salary compensation schedule, changes to savings resulting from positions to be vacant for any period of the fiscal year, retirement contributions, retiree health contributions, and labor negotiation adjustments.			
Copier Savings	0.00	(3,662)	-
Adjustment to reflect savings resulting from the new convenience copier contract.			
Non-Discretionary Adjustment	0.00	(7,661)	-
Adjustment to expenditure allocations that are determined outside of the department's direct control. These allocations are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.			
Total	0.00	\$ 92,276	\$ -

Expenditures by Category

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
PERSONNEL				
Salaries and Wages	\$ 222,818	\$ 216,403	\$ 209,916	\$ (6,487)

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Expenditures by Category (Cont'd)

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Fringe Benefits	139,724	138,416	146,749	8,333
PERSONNEL SUBTOTAL	\$ 362,542	\$ 354,819	\$ 356,665	\$ 1,846
NON-PERSONNEL				
Supplies	\$ 43	\$ 2,000	\$ 2,000	\$ -
Contracts	7,210	58,106	54,937	(3,169)
Information Technology	142,764	138,301	240,054	101,753
Energy and Utilities	2,442	3,216	2,411	(805)
Other	16,189	25,043	17,691	(7,352)
Transfers Out	-	9,118	9,121	3
NON-PERSONNEL SUBTOTAL	\$ 168,648	\$ 235,784	\$ 326,214	\$ 90,430
Total	\$ 531,191	\$ 590,603	\$ 682,879	\$ 92,276

Revenues by Category

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Charges for Services	\$ 42,131	\$ 100,000	\$ 100,000	\$ -
Licenses and Permits	51,690	50,000	50,000	-
Total	\$ 93,821	\$ 150,000	\$ 150,000	\$ -

Personnel Expenditures

Job Number	Job Title / Wages	FY2011 Budget	FY2012 Budget	FY2013 Proposed	Salary Range	Total
Salaries and Wages						
20001222	Program Manager	2.00	2.00	2.00	\$46,966 - \$172,744	\$ 172,946
20000783	Public Information Clerk	1.00	1.00	1.00	31,491 - 37,918	36,970
Salaries and Wages Subtotal		3.00	3.00	3.00		\$ 209,916
Fringe Benefits						
	Employee Offset Savings					\$ 5,728
	Flexible Benefits					28,495
	Long-Term Disability					1,427
	Medicare					3,135
	Other Post-Employment Benefits					19,062
	Retirement ARC					66,628
	Retirement DROP					1,157
	Retirement Offset Contribution					152
	Risk Management Administration					3,126
	Supplemental Pension Savings Plan					14,290
	Unemployment Insurance					628
	Workers' Compensation					2,921
Fringe Benefits Subtotal						\$ 146,749
Total Personnel Expenditures						\$ 356,665